

Clark County
Quit Line Data Summary
October 1 - December 31, 2003

	County	State
Number of Calls to Quit Line	N = 186	N = 2,943
Percent of Statewide Calls	7.9%	100.0%
Percent of State Population in County¹	5.9%	100.0%

	County %	State %
Gender	N = 186	N = 2,491
Female	68.3%	61.9%
Male	31.7%	38.1%
Race/Ethnicity	N = 173	N = 2,100
People of Color	9.8%	13.6%
White	90.2%	86.4%
Age	N = 178	N = 2,291
Less than 18 years old	1.1%	2.1%
18 - 24 years old	16.3%	15.2%
25 - 34 years old	23.6%	21.1%
35 - 44 years old	29.8%	27.3%
45 years and older	29.2%	34.2%
Education	N = 173	N = 2,158
Did not graduate high school	26.6%	18.0%
High school graduate	37.6%	33.8%
Some college/vocational school	34.1%	38.6%
College graduate	1.7%	9.6%
Caller Type	N = 186	N = 2,631
General Information	2.7%	13.5%
Health care provider	3.2%	4.0%
Tobacco user	94.1%	82.5%
Payer Type	N = 140	N = 1,627
Insured	28.6%	31.2%
Uninsured	32.9%	30.7%
Medicaid	38.6%	38.1%
Heard About	N = 163	N = 2,157
Past caller	23.9%	14.5%
Employer/worksites	0.6%	1.3%
Health care provider	20.9%	28.3%
Television	11.7%	15.5%
Outdoor advertisement (billboard/bus/wall)	1.2%	3.3%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	0.0%	0.6%
Newspaper/Magazine	1.2%	1.3%
Brochure/Newsletter	4.9%	7.3%
Family or friend	27.0%	21.6%
Health Department	6.7%	4.8%
School	1.8%	1.3%